



LA Fashion District BID  
Board of Directors Meeting  
Thursday, January 8, 2009 at 11:45 a.m.  
The Orpheum Theatre –842 S Broadway – Center Stage

**AGENDA**

- 1 Public Comment
- 2 Approval of Minutes: December 11, 2008 **TAB 1**
- 3 Fashion District BID Renewal Update
  - Letter to Property Owners **TAB 2**
  - Fashion District Renewal **TAB 3**
    - a) City Council Meeting
    - b) City Contract Approval **TAB 4**
    - c) City Advance of Funds
  - Fashion District Two Renewal
    - a) DSO Contract **Handout**
- 4 Executive Director's Report
  - Holiday Sales
  - Parking Signage Grant
  - March Market Week
  - CRA Master Plan for Fashion District
- 5 Fashion District Board of Directors
  - Vacant Board Seat Appointments **TAB 5**
  - Officer Election
  - Committee Appointments **TAB 6**
- 6 Revised 2009 Meeting Calendar **TAB 7**
- 7 New Business
- 8 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.  
Next Board of Directors meeting is scheduled for Thursday, February 19<sup>th</sup>, 2009.*

B2009.agenda 1-8-09



LA Fashion District BID  
Board of Directors Meeting  
Thursday, February 26, 2009 at 11:45 a.m.  
CMC A 1175

**AGENDA**

- |    |   |                         |
|----|---|-------------------------|
| 1  | Public Comment  |                         |
| 2  | Approval of Minutes: January 8, 2009  | <b>TAB 1</b>            |
| 3  | Chairman's Report: Mark Chatoff <ul style="list-style-type: none"><li>• Revised Annual Meeting Date and 2009 Calendar</li></ul>   | <b>TAB 2</b>            |
| 4  | Audit Results by Stanislawski & Harrison <ul style="list-style-type: none"><li>• Motion to Approve 2008 Audit and Financial Statements</li><li>• City of Los Angeles Conflict of Interest Summary</li></ul>   | Handout<br><b>TAB 3</b> |
| 5  | Field Office / Admin Office Lease Proposals   | <b>TAB 4</b>            |
| 6  | Fashion District BID Renewal Update <ul style="list-style-type: none"><li>• Fashion District BID Renewed</li><li>• Direct Billing Assessments Mailed to Owners</li><li>• Fashion District Two Renewal Update</li><li>• Combined BID Ballot Update &amp; Timetable</li><li>• Letter of Credit – Union Bank</li></ul> |                         |
| 7  | Free Workshops for Fashion District Retail Merchants  | <b>TAB 5</b>            |
| 8  | 2009 MTA Call for Projects <ul style="list-style-type: none"><li>• Motion to Approve Application &amp; Overmatch Funds</li></ul>  | <b>TAB 6</b>            |
| 9  | Executive Director's Report   | <b>TAB 7</b>            |
| 10 | New Business  |                         |
| 11 | Adjourn   |                         |

*The agenda and information materials are available for review in the BID office at the address below.*

<p>The Annual Property Owner Meeting and the next Board of Directors Meeting are scheduled for <b>Thursday, March 26, 2009 at 11:30 a.m.</b></p>
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B2009.agenda 2-26-09



LA Fashion District BID  
Board of Directors Meeting  
Thursday, March 26, 2009 at 11:45 a.m.  
CMC A 1175

## AGENDA

*Lunch Host is Eli Taban*

- 1 Public Comment
- 2 Approval of Minutes: February 26, 2009 **TAB 1**
- 3 Chairman's Report: Mark Chatoff
  - Board/Annual Meeting Date: April 30, 2009
- 4 Fashion District BID Renewal Update **TAB 2**
  - Direct Bill Invoices for Fashion District BID **TAB 3**
  - Public Hearing
  - Ballot Count
  - Motion to Start Services in FD2 on April 1, 2009
- 5 Committee Reports
  - Finance
    - Field Office Lease **TAB 4**
    - 2009 Cash Flow **TAB 5**
  - Operations
    - Meeting with Captain Blake Chow
    - Trash Compactor Truck Lease
- 6 Streetscape Improvement Updates
  - 2009 MTA Call for Projects
  - Santee Alley Streetscape Construction Timeline
- 7 Executive Director's Report **TAB 6**
- 8 New Business
- 9 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.*

B2009.agenda 3-26-09



LA Fashion District BID  
Board of Directors Meeting  
Thursday, April 30, 2009 at 11:45 a.m.  
CMC A 1175

## AGENDA

*Lunch Host is John Van den Akker*

- 1 Public Comment
- 2 Approval of Minutes: March 26, 2009 **TAB 1**
- 3 Chairman's Report: Mark Chatoff
- 4 Fashion District BID Renewal Update
  - BID Renewal Update
  - Direct Bill Invoices for Fashion District Two BID
- 5 Committee Reports
  - Finance
    - Motion to Consider CPI Increase
  - Nominating
    - Removal & Appointment of Directors **TAB 2**
- 6 Executive Director's Report **TAB 3**
- 7 New Business
- 8 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.*

### Meeting Schedule for May 2009

All meetings are held in CMC A 1175 – any changes will be announced prior to the meeting.

- Image & Communications: Thursday, May 14 @ 11:00 am
- Finance Committee: Tuesday, May 19 @ 10:30 am
- Operations Committee: To be announced.
- Board of Directors: Thursday, May 21 @ 11:45am

B2009.agenda 4-30-09



LA Fashion District BID  
Board of Directors Meeting  
Thursday, May 21, 2009 at 11:45 a.m.  
CMC A 1175

## AGENDA

*Lunch Host is John Van den Akker*

- 1 Public Comment
- 2 Approval of Minutes: March 26, 2009 **TAB 1**
- 3 Presentation on LA Street Car: Dennis Allen
- 4 Chairman's Report: Mark Chatoff
- 5 Fashion District BID Renewal Update
  - BID Renewal Update
  - Direct Bill Invoices for Fashion District Two BID
- 6 Committee Reports
  - Operations: Approval of Extensions to FSS and Securitas Contracts
  - Finance: Recommendation for Assessment Adjustment for 2010
  - Nominating: Removal & Appointment of Directors **TAB 2**
- 7 Executive Director's Report **TAB 3**
- 8 New Business
- 9 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.*

Next scheduled Board Meeting date is July 16, 2009

B2009.agenda 5-21-09



LA Fashion District BID  
Board of Directors Meeting  
Thursday, July 16, 2009 at 11:45 a.m.  
CMC A 1175

## AGENDA

*Lunch Host is Sharen Emrani-Bekhrad*

- 1 Public Comment
- 2 Approval of Minutes: May 21, 2009 **TAB 1**
- 3 Presentation and Motion on Proposed Fashion District Store  
at LAX Terminal **TAB 2**
- 4 Presentation by Eddie Kislinger, Board Member, LA Police Foundation
- 5 Chairman's Report: Mark Chatoff
- 6 Committee Reports
  - Operations: Meeting with LAPD on July 9, 2009 **TAB 3**
  - Finance: Assessment Collection Update/ Dropped Parcel Refund
  - Ad Hoc Website: Revision Update
  - Nominating: Resignation of Board Member Mark Weinstein  
Removal & Appointment of Directors **TAB 4**
- 7 Executive Director's Report **TAB 5**  
Lobbying Ordinance – Ethics Commission Meeting, July 14, 2009
- 8 New Business
- 9 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.*

Next scheduled Board Meeting date is September 24, 2009

***As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the Commission Executive Assistant at (213) 485-1360 OR toll-free at 3-1-1.***

B2009.agenda 7-16-09



LA Fashion District BID Board of Directors Meeting  
Thursday, September 24, 2009 at 11:45 a.m.  
CMC A 1175

## **AGENDA**

*Lunch Host is Mark Chatoff*

- 1 Public Comment
- 2 Discussion with LAPD Deputy Chief Sergio Diaz
- 3 LA FD Design for Development Plan: Presentation from the Community  
Redevelopment Agency by Jenny Scanlin and Ed Huang
- 4 Approval of Minutes: July 16, 2009 **TAB 1**
- 5 Committee Reports
  - Finance City of LA Audit of BID
  - Operations Illegal Vending Trash Pick Up **TAB 2**
  - Election Motion to Approve Candidate Slate
  - Ad Hoc Website
- 6 CCA 2010 Treasures of Los Angeles **TAB 3**
- 7 Executive Director's Report **TAB 4**
- 8 New Business
- 9 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.*

**Special Meeting with City Attorney Carmen Trutanich is Thursday, October 15, 2009 at 11:00 am**

**Next scheduled Board Meeting date is Thursday, November 19, 2009 at 11:45 am**

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B2009.agenda 9-24-09



LA Fashion District BID Board of Directors Meeting  
Thursday, November 19, 2009 at 11:45 a.m.  
CMC A 1175

## AGENDA

*Lunch Host is Barry Gold*

### **LAPD Presentation by Captain Blake Chow Recognizing Safe Team Officers Corporal Alonso and Officer Medrano**

- |   |   |              |
|---|---|--------------|
| 1 | Public Comment  |              |
| 2 | Approval of Minutes: September 24, 2009               | <b>TAB 1</b> |
| 3 | Committee Reports                                     |              |
|   | <u>Finance</u>  |              |
|   | • Motion to approve 2010 Budget                       | <b>TAB 2</b> |
|   | <u>Image &amp; Communications</u>                     |              |
|   | • Consider ways to increase I & C budget by \$100,000 |              |
|   | <u>Operations</u>                                     |              |
| 4 | CCA 2010 Treasures of Los Angeles                     | <b>TAB 3</b> |
|   | • Motion to sponsor table at \$3,500                  |              |
| 5 | Elections   |              |
|   | Update and Costs                                      | <b>TAB 4</b> |
| 6 | Creation of BID Renewal Reserve                       | <b>TAB 5</b> |
| 7 | Motion to approve 2010 City Planning Report           | <b>TAB 6</b> |
| 8 | New Business  |              |
| 9 | Adjourn   |              |

*The agenda and information materials are available for review in the BID office at the address below.*

**Next scheduled Board Meeting date is Thursday, December 10, 2009 at 11:45 am**

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B2009.agenda 11-19-09





LA Fashion District BID Board of Directors Meeting  
Thursday, December 10, 2009 at 11:45 a.m.  
CMC A 1175

**AGENDA**

*Lunch Host is Barry Gold*

- |    |   |              |
|----|---|--------------|
| 1  | Public Comment  |              |
| 2  | Approval of Minutes: September 24, 2009               | <b>TAB 1</b> |
| 3  | Committee Reports                                     |              |
|    | <u>Finance</u>  |              |
|    | • Motion to approve 2010 Budget                       | <b>TAB 2</b> |
|    | <u>Image &amp; Communications</u>                     |              |
|    | • Preview of New Fashion District Website Homepage    |              |
|    | • Consider ways to increase I & C budget by \$100,000 |              |
|    | • Proposal from Map LA                                | <b>TAB 3</b> |
|    | <u>Operations</u>                                     |              |
| 4  | CCA 2010 Treasures of Los Angeles                     | <b>TAB 4</b> |
|    | • Motion to sponsor table at \$3,500                  |              |
| 5  | Creation of BID Renewal Reserve                       | <b>TAB 5</b> |
| 6  | Motion to approve 2010 City Planning Report           | <b>TAB 6</b> |
| 7  | Elections   |              |
|    | Update and Costs                                      | <b>TAB 7</b> |
|    | Recognition of Retiring Board Members                 |              |
|    | • Sharen Emrani Bekhrad                               |              |
|    | • Ethan Eller   |              |
|    | • Sina Kangavari                                      |              |
|    | • Steve Needleman                                     |              |
|    | • Ann Simons  |              |
|    | • Eli Taban   |              |
|    | • Mark Weinstein                                      |              |
| 8  | Board of Directors Election Results                   |              |
| 9  | New Business  |              |
|    | • Draft 2010 Meeting Calendar                         | <b>TAB 8</b> |
| 10 | Executive Director's Report                           | <b>TAB 9</b> |
| 11 | Adjourn   |              |

*The agenda and information materials are available for review in the BID office at the address below.*

**Next scheduled Board Meeting date is Thursday, January 21, 2010 at 11:45 am**

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B2009.agenda 12-10-09



LA Fashion District BID  
**Board of Directors Meeting Minutes**  
**January 8, 2009**

Orpheum Theatre, 842 S Broadway, Los Angeles, CA 90014

**Members Present:** Mark Chatoff, Ethan Eller, Barry Gold, Elisa Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Eli Taban, John Van den Akker.

**Members Absent:** Sharen Emrani-Bekhrad, Steve Hirsh, Sina Kangavari, Ann Simons, Mark Weinstein.

**Property Owners Present:** Laura Aflalo, Mr. & Mrs. Bernard Raab.

**Consultants Present:** Anibal Guerrero.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers.

**1 Public Comment:** None received.

**Board Member Comment:** Steve Needleman welcomed Board Members and property owners to the Orpheum Theatre and said he is pleased that the Orpheum was included in the new boundaries of the Fashion District BID.

John Van den Akker announced his resignation as Chairman of the Board. Mr. Van den Akker nominated Vice Chair Mark Chatoff as his replacement which was accepted by Mr. Chatoff and unanimously approved by the Board Members. Mr. Van den Akker was thanked for his outstanding contributions to the BID over the last two years and during a very challenging BID renewal.

**2 Approval of Minutes from December 11, 2008:** Approved by unanimous vote.

**3 BID Renewal Update**

Fashion District: On December 17, 2008 the City Council ratified the Ordinance of Intention to renew the Fashion District BID for another 5-year term. The BID was overwhelmingly supported by 88.7% property owner approval in the Proposition 218 ballot. During the public hearing Council heard a request for removal of PE Lofts (located on 6<sup>th</sup> Street between Main/Los Angeles) and approved the boundary change based on assurances that the Historic Core BID will deliver clean & safe services to the site. At the December 17 Council Meeting the Fashion District was also approved for a cash advance of 25% of the 2009 assessments. The advance is necessary for funding operational costs. To initiate the advance the contract between the City of Los Angeles and DPOA must be approved by the Board. An amendment to the contract was distributed (Item 1) which describes additional reporting requirements, a 1% administration fee for the City Clerk's office to direct bill property owners for assessments and a 0.25% reduction in the recovery costs.

**MOTION: Approve the Agreement to Administer the Property-Based Business Improvement District (2009-2013) which includes the amendment of a 1% administration fee for the City Clerk's office to direct bill property owners for assessments and a 0.25% reduction in the recovery costs.**

Steve Needleman moved to approve. Ethan Eller seconded.

**The motion passed by unanimous vote on January 8, 2009.**

Members Voting: Mark Chatoff, Ethan Eller, Barry Gold, Elisa Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Eli Taban, John Van den Akker.

Fashion District 2:

Petition approval remains at 48.1%. Another 1.9% is required to allow the FD2 BID renewal to move to the Prop 218 ballot vote. As of January 1, 2009 service delivery was suspended to the area (see Item 2 for BID boundary map.) Merchants are calling to complain about the trash and encampment build up (Item 3). The Board discussed strategies to get to 50% petition approval. The campaign consultant Diversified Strategies for Organizing (DSO) proposed a revised contract (Item 4) that would provide counseling and planning services and eliminate the in office staff assistance. The Board of Directors agreed that a different scope of work was needed to reach the 50% approval and that in office staffing is required to help reach the goal.

**MOTION: Hire independent contractor Anibal Guerrero to assist the Board of Directors with reaching the Fashion District Two petition approval threshold for the next five weeks for an amount not to exceed \$4,000.**

Lance Kluger moved to approve. Barry Gold seconded.

**The motion passed on January 8, 2009.**

Members Voting Yes: Mark Chatoff, Ethan Eller, Barry Gold, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Eli Taban. Members Voting to Abstain: Elisa Keller, John Van den Akker.

#### **4 Executive Director's Report**

New Neighborhood Prosecutors: Songhai Maguda-Armstead was promoted and is being replaced by two Neighborhood Prosecutors, Veronica Soto and Fenton Newhall. Soto will be responsible for the area north of 9<sup>th</sup> Street which encompasses the Safer City Initiative area. Newhall will be responsible for areas south of 9<sup>th</sup> Street.

Street-level Store Vacancies Up: On Monday, January 5<sup>th</sup> staff drove the districts and estimated an 11% vacancy rate.

Holiday Sales: All national retail chains show low sale numbers this holiday shopping season. Macy's department store in the 7<sup>th</sup> & Fig shopping center will close.

Holiday Retail Advertising Campaign: Shopping bag distribution to merchants was well received. The Fashion District Elves distributed 12,000 candy canes to shoppers on Saturdays and Sundays during three December weekends. The project was funded by a holiday beautification grant award for BIDs from the Department of Water and Power.

Parking Signage Grant: A \$98,000 federal grant procured with the assistance of Congresswoman Lucille Roybal-Allard will fund a district wide parking signage program. Hunt Design, the firm that developed the Downtown Wayfinding Signage Program, will design and oversee production and installation of the new vehicle signs that will direct traffic toward parking lots in the district.

Business Assistance Seminars: A company has offered to host a series of seminars for business owners to learn about practical ways they can reduce business costs. The Board of Directors agreed to forego the plan in favor of concentrating on BID renewal.

CRA Master Plan for the Fashion District: The CRA is developing an RFP to identify a consultant that will prepare a study of medium term goals for industrial land use and other issues that will impact the changing district.

#### **5 Fashion District Board of Directors**

Vacant Board Seat Appointments: Board Members agreed to wait until FD2 is passed to appoint members to any vacant seats. Since no one has resigned there are technically no vacant seats.

The Chair appointed Barry Gold, Elisa Keller, and Laurie Sale to the 2009 Nominating Committee. The Chair will contact all Board Members who have missed more than three regular meetings and ask them if they will be attending future meetings or would prefer to resign.

Officer Election: Tabled until a future date.

Committee Appointments: Board Members were asked to fax their sign up forms to the BID office.

#### **6 Revised 2009 Meeting Calendar**

Additional changes are expected and a revised calendar will be distributed at the February 19<sup>th</sup> meeting.

#### **7 New Business**

None discussed.

#### **8 The meeting adjourned at 1:05 pm**



LA Fashion District BID  
**Board of Directors Meeting Minutes**  
**February 26, 2009**  
CMC A 1175

**Members Present:** Mark Chatoff, Chair. Sharen Emrani-Bekhrad, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Ann Simons, John Van den Akker.

**Members Absent:** Sina Kangavari, Eli Taban, Mark Weinstein.

**Property Owners Present:** Laura Aflalo, George Gould.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Board Member Ann Simons hosted the luncheon.

**1 Public Comment:** None received.

**2 Approval of Minutes from January 8, 2009:** Approved by unanimous vote.

**3 Chairman's Report**

Based on discussions Members agreed that the Annual Property Owner meeting will be held as an "open house" on Thursday, April 16, 2009 from 10:00 a.m. to 11:30 a.m. Owners will be encouraged to attend and talk with Board Members one-on-one about their concerns and specific issues.

**4 Audit Results by Stanislawski & Harrison (S&H)**

Finance Committee Chair Barry Gold reported on the Audit and Financial Statements for 2008/2007. An annual audit is conducted as an evaluation tool for property owners to review BID expenditures; it is not required by the City of Los Angeles. The Financial Statements were found to present fairly in all material aspects. The audit found that we are at/under budget in all items except for BID Renewal which has cost to date approximately \$241,000. Finance Manager Jose Gonzalez was commended for his fine work which allowed The Finance Committee recommended approval.

**MOTION: Approve the Financial Statements for December 31, 2008 and 2007 and for the years then ended, as prepared by the auditor Stanislawski & Harrison**

Barry Gold moved to approve. Steve Needleman seconded.

**The motion passed by unanimous vote on February 26, 2009.**

Members voting: Sharen Emrani Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Mermelstein Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Ann Simons, John Van den Akker.

City of Los Angeles Conflict of Interest Summary

In the annual audit S&H suggested that Board Members should be familiar with Conflict of Interest guidelines and provide written acknowledgement of receipt of the document. The Board agreed that it was sufficient to make the document public and to recuse themselves from discussions and votes where they may have a conflict of interest.

**5 Field Office / Admin Office Lease Proposals**

Administration Office: Proposals for office space were received from Board Members Jamie Lee and Steve Needleman. (see Item 1) Both Board Members recused themselves before the beginning of the discussion. The Finance Committee discussed the terms received from both parties and agreed to recommend renewal of the California Market Center lease for another five years.

**MOTION: Renew the revised office space lease agreement for five years with California Market Center.**

**Elisa Mermelstein Keller moved to approve. John Van den Akker seconded.**

**The motion passed on February 26, 2009.**

Members voting Yes: Sharen Emrani Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Elisa Mermelstein Keller, Lance Kluger, , Laurie Sale, Ann Simons, John Van den Akker. Members voting to Abstain: Steve Hirsh. Members Recused from Vote: Jaime Lee, Steve Needleman.

Field Office: The field office requires indoor and outdoor space and the current location provides for both needs. Hassan and the property owner are discussing the lease renewal with a proposed rent reduction, a 4% CPI cap, and a 2 - 3 year lease with an option to move prior to the end of the term. They have not yet responded to the new provisions. Board Members discussed options and agreed to the following action.

**MOTION: Authorize Executive Director to execute the field office lease for 2 years with a 3-year option.**

Barry Gold moved to approve. Steve Needleman seconded.

**The motion passed by unanimous vote on February 26, 2009.**

Members voting: Sharen Emrani Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Mermelstein Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Ann Simons, John Van den Akker.

## **6 BID Renewal**

Fashion District BID Renewed: The City Council approved Fashion District BID on December 17, 2008.

Direct Billing Assessments Mailed to Owners: Direct bill invoices were mailed to Fashion District BID property owners on February 4, 2009. Assessments are usually included in the property tax bill that is paid in December and April. Due to the lengthy BID renewal process and missing the June deadline to submit data to the County Assessor, direct billing was necessary in order to collect assessment revenue. The BID office has received many phone calls from property owners objecting to the timing of the billing and financial hardship during the current difficult economic environment. The City Clerk's office has refused to allow owners to pay in two installments. The Board recommended sending a letter to owners to explain the reason for the invoices, that this is a one-time event, and to remind owners to pay the assessment to avoid late charges and penalties.

Fashion District Two Renewal Update: Petitions from owners representing 50% of the assessment was reached on January 16, 2009.

Combined BID Ballot Update & Timetable: Based on reaching petition sufficiency for both Fashion District and Fashion District Two the City Council approved an amended District Management Plan. This combined plan will allow the two BIDs to merge if the Proposition 218 ballot is successful. Assessment amounts will not change significantly. Ballots were mailed on February 12, 2009 and the Public Hearing is scheduled for March 31, 2009. A calling list was distributed (Item 2) and Board Members were encouraged to contact property owners to encourage them to vote yes on the ballots and return them to the City Clerk's office immediately. If the vote is not successful then Fashion District BID will still continue to exist. If the vote is successful then direct bills will be mailed to Fashion District Two owners in May 2009. The budget has been adjusted down another 5% in anticipation of cash flow problems in 2009.

Letter of Credit – Union Bank: Union Bank is considering our application for a Line of Credit. The BID is operating under the premise that we will not receive the Line of Credit.

Information on FDIC Coverage: BID funds are now 100% fully FDIC insured.

## **7 Free Workshops for Fashion District Retail Merchants**

The dire economic times call for a short term remedy to help merchants adjust to the new retail environment. A free workshop called "Business Survival Skills in a Bad Economy" is available for merchants through a partnership with the Historic Downtown Retail Project and funded by the Community Development Department. The cost to the BID is nominal; we will only be paying for flyer invitation copies and postage.

**MOTION: Support the retail development workshops to be presented by the Historic Downtown Retail Project and funded by the Community Development Department, and allocate the costs for copies and postage from the administration budget.**

Barry Gold moved to approve. Lance Kluger seconded.

**The motion passed on February 26, 2009.**

Members voting Yes: Sharen Emrani Bekhrad, Mark Chatoff, , Barry Gold, Steve Hirsh, Lance Kluger, Jaime Lee, Laurie Sale, Ann Simons, John Van den Akker.

Members voting No: None. Members voting to Abstain: Elisa Mermelstein Keller.

## **8 2009 MTA Call for Projects**

The MTA has announced a 2009 TIP Call for Projects. This Call will be very competitive with many new proposed projects applying for funding this year. We are proposing an application for Phase III, an 11-block Pedestrian Corridor that will connect with and continue the Fashion District Streetscape Projects Phase 1 and Phase II. The enhanced streetscape corridor will encourage pedestrian traffic and public transportation usage by providing a safe and pleasant pedestrian environment.

The Phase III project will complete a 40-block Pedestrian Corridor through the LA Fashion District that will connect central downtown Los Angeles at the north boundary of the Fashion District along 7<sup>th</sup> Street and Los Angeles Street (Phase II Streetscape Project) to Santee Alley between Olympic Blvd and Pico Blvd (Phase I Streetscape Project) to the METRO Blue Line station on San Pedro St and Washington Blvd. located at the south boundary of the Fashion District (proposed Phase III Streetscape Project). The BID is proposing a \$25,000 overmatch for the Phase III Streetscape project that will leverage between \$750,000 to \$1.6 million in MTA funding.

**MOTION: Approve a \$25,000 matching fund for the Fashion District Streetscape Improvement Phase III grant application to be submitted in the MTA 2009 Call for Projects.**

Lance Kluger moved to approve. Steve Hirsh seconded.

**The motion passed on February 25, 2009.**

Members voting: Sharen Emrani Bekhrad, Mark Chatoff, , Barry Gold, Steve Hirsh, Elisa Mermelstein Keller Lance Kluger, Jaime Lee, Laurie Sale, Ann Simons, John Van den Akker.

## **9 Executive Directors Report: Updates**

RAND Study Update: The LA Times released a story on the study. (see Item 3)

Belasco Theater: This theater/event venue is located in the block between Broadway- Hill - 11<sup>th</sup> - 12<sup>th</sup> and faces Hill Street. The west boundary of the Fashion District is the alley behind the Belasco so we are very interested in the potential negative impact of this club on the community. We will track progress of the CUP especially in terms of their plans for outdoor security for this club that can hold over 1,000 people and is seeking approval to close at 4:30 a.m.

CCA Treasures of Los Angeles Award & Luncheon: Members agreed to purchase individual tickets.

## **10 New Business**

Operations Committee will meet on Tuesday, March 17, 2009 at 12:00 noon. Board Members were encouraged to attend to meet the new LAPD Central Division Captain Blake Chow.

Committee members will be polled for interest in moving the Ops Committee meeting dates to Wednesdays or Thursdays.

## **11 The meeting adjourned at 1:20 p.m.**



LA Fashion District BID  
**Board of Directors Meeting Minutes**  
March 26, 2009  
CMC A 1175

**Members Present:** Mark Chatoff, Chair. Ethan Eller, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

**Members Absent:** Sharen Emrani-Bekhrad, Sina Kangavari, Lance Kluger, Ann Simons Eli Taban, Mark Weinstein.

**Property Owners Present:** George Gould, Fanny Levin.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Board Member Eli Taban hosted the luncheon.

**1 Public Comment:** None received.

**2 Approval of Minutes from February 26, 2009:** Approved by unanimous vote.

**3 Chairman's Report**

- Ethan Eller announced his resignation for the Board of Directors. Mr. Eller was thanked for his many years of dedicated service to the organization.
- Based on discussions Members agreed that the Annual Property Owner meeting will be held as an "open house" on Thursday, April 30, 2009 from 10:00 a.m. to 11:30 a.m. followed by the Board of Directors meeting.

**4 Fashion District BID Renewal Update**

Direct Bill Invoices for Fashion District BID: \$1.75 million in assessments have been received.

Public Hearing for Amended BID Plan: The hearing is scheduled for March 31, 2009 at 10 am. Board Members were asked to attend and testify in favor of the renewal. Fashion District BID will continue regardless of the outcome of the ballot vote.

Ballot Count: The City Clerk's office counts the Prop 218 ballots immediately after the public hearing. On April 1, 2009 the City Council authorizes the plan then the Mayor has 10 days to sign the ordinance which takes effect 30 days after the Mayor signs. The City Clerks office will be prepared to send direct bills to Fashion District Two (FD2) owners on May 15 who will have 30 days to pay the assessments. The BID will begin to receive payments starting June 1.

Motion to Start Services in FD 2 on April 1, 2009: The Finance Committee recommended starting services on April 1.

**MOTION: Commence clean & safe services in Fashion District Two upon approval of the amended management district plan by the City Council.**

Steve Hirsh moved to approve. Elisa Mermelstein-Keller seconded.

**The motion passed on March 26, 2009.**

Members voting Yes: Ethan Eller, Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Jaime Lee, Steve Needleman, Laurie Sale. Members voting No: None voted no. Members abstaining from vote: John Van den Akker.

**5 Committee Reports**

**Finance**

Field Office Lease: Staff searched the district for another location and found no other workable options.

**MOTION: Approve the field office lease for another five years (2009-2013).**

Elisa Mermelstein-Keller moved to approve. John Van den Akker seconded.

**The motion passed by unanimous vote on March 26, 2009.**

Members voting: Ethan Eller, Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

2009 Cash Flow: A special meeting of the Finance Committee will be called for April. All Board Members were asked to attend to discuss the expenditure estimates for Fashion District and Fashion District Two for the first quarter of 2009.

Financial Statements: The annual audit documents were tabled at the meeting. (see Item 1) In the future, Financial Statements will be distributed to Board Members via email.

## **Operations**

Meeting with Captain Blake Chow: Captain Chow left Central Division in 1999 and returned at the beginning of 2009 as Captain of the division. Chow remarked on the tremendous positive changes that downtown LA has undergone in the last 10 years. Chow is building a communication network where BIDs and LAPD can share information. He is working to bring back foot beat officers to the area and coordinating with other deployments including Safer City Initiative.

Trash Compactor Truck Lease: The vehicle is a very efficient trash compactor on wheels which will save the BID money by eliminating the cost of roll-offs and dump fees. To track the tonnage trends staff will prepare block by block reports that can be compared with data from previous years.

## **6 Streetscape Improvement Updates**

2009 MTA Call for Projects: The Fashion District Streetscape Phase III application is being prepared by the City of Los Angeles Bureau of Engineering with input from BID staff. Competition is high for fewer dollars in this Call for Projects. MTA announces project funding determination in September 2009.

Santee Alley Streetscape Construction Timeline: Work inside the Alleys begins in April. City Project Managers project completion date of August 2009. (see Item 2)

## **7 Executive Directors Report**

City Clerk Audit: The BID is being audited by the City of Los Angeles. Five BIDs are selected every year for this review to ensure contract compliance.

Signs Proposed for Prohibiting the Sale of Live Animals: CD 9 is presenting a motion to City Council to approve posting signage in the Santee Alley that prohibits the sale or purchase of live animals. CD 9 staff attended a Santee Alley meeting for feedback on an original motion that would also prohibit the sale and purchase of counterfeit merchandise. Alley owners were concerned about the public's ability to discern between counterfeit and legal merchandise and the impact on business. The proposed motion was revised and is attached here as (Item 3).

Publicity: The Fashion District was featured in stories by Blogdowntown and the LA Times. The television show "Good Day LA" contacted the BID again this year to help produce a television segment on prom attire. Kim Sudhalter was retained to coordinate the segment that will feature prom dresses, accessories and tuxedos from stores in the district. (See Item 4)

CRA Green Ordinance: CRA is seeking to require all new developments more than 10,000 sq ft that receive CRA benefits to comply with Silver Level LEED standards. Central City Association and Fashion District are working to reduce the restrictions to be imposed on projects by this requirement.

CCA & Community Plan: Discussions continue to update land, transportation, and infrastructure issues for all of downtown.

Project 50: Project managers recently recognized the first anniversary of this effort to house 50 people who rejected living indoors. After a year 90% of the people selected for the project continue to live in housing. The positive results will attract more County funding. This project is good for people living on the streets in Skid Row and the surrounding neighborhood.

Contract Issues with FSS: Union contract changes starting May 1, 2009 could have a significant impact on the BID budget. We are working with FSS to minimize the effects.

Belasco Theater: This entertainment venue is located on the west boundary of the BID. The BID is talking with owners to possibly negotiate a contract for Safe Team service.

Industrial Land Use: 90% of the Fashion District is zoned for industrial uses. The CRA is organizing a special committee comprised of owners and city officials who will prepare a future plan for the district. The plan will focus only on the Fashion District and look land use, transportation, and infrastructure.

Police Foundation: Board Members agreed to become involved on an individual basis.

## **8 New Business:** None discussed.

## **9** The meeting adjourned at 1:00 p.m.





LA Fashion District BID  
**Board of Directors Meeting Minutes**  
May 21, 2009 | CMC A 1175

**Members Present:** Mark Chatoff, Chair. Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Steve Needleman, Laurie Sale, Ann Simons (teleconference), Eli Taban, John Van den Akker.

**Members Absent:** Sharen Emrani-Bekhrad, Sina Kangavari, Lance Kluger, Jaime Lee, Mark Weinstein.

**Property Owners / Representatives Present:** Guido Hamacher, Tara Jones-Hamacher, Fanny Levin, Dianne Pappas.

**Guests Present:** David Allan.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Board Member John Van den Akker hosted the luncheon.

*Several items on the agenda were taken out of order during the meeting.*

**1 Public Comment:** None received.

**2 Approval of Minutes from March 26, 2009:** Approved by unanimous vote.

**3 Presentation on LA Street Car**

Dennis Allan, executive director of LA Streetcar Inc (LASI), explained the purpose, benefits and scope of the downtown streetcar project. Estimated installation cost is \$90 million plus \$6 million per year to operate the system. Timetable for completion is 4-6 years. Possible funding sources will include public grants and individual property owner assessments. A follow up presentation will provide additional details about the assessment formula and route alignment.

**4 Chairman's Report**

Mr. Chatoff reported on a May 12, 2009 meeting with representatives from the Department of Water & Power (DWP). The meeting was convened to discuss problems with accessing DWP rebate programs, demand rates for older buildings, and support for a bundled rate savings program. A follow-up meeting is planned for June, 2009. Board members were encouraged to attend and get involved.

**5 Fashion District BID Renewal Update**

**BID Renewal Update:** The Amended Management District Plan was approved by City Council on March 31, 2009. The 30 day waiting period passed and the new BID was formally approved on April 1, 2009. Services are now being delivered to the entire district.

80% of Fashion District assessment invoices have been paid to date. The City Clerk's office mailed delinquent notices to owners who have not yet paid.

**Direct Bill Invoices for Fashion District Two (FD2) BID:** Invoices were mailed by the City Clerk's office on May 11, 2009 and 4.5% of the assessments have been collected. The Board recommended sending a letter to FD2 owners to explain the reason for the invoices, that this is a one-time event, and to remind owners to pay the assessment to avoid late charges and penalties.

**6 Committee Reports**

**Operations:** The Operations Committee recommended extension of clean and safe contracts with current providers starting May 1, 2009.

**MOTION: Approved extension of contracts with Facilities Support Services and Securitas.**

Steve Needleman moved to approve. Laurie Sale seconded.

Discussion: Members asked if the contract increases were within budget and if staffing was going to be adequate. Finance Chair Mr. Gold reported that the contract amendments were within budget and manpower levels would remain the same with 27 Clean Team Members and 23 Safe Team Members.

**The motion passed by unanimous vote on May 21, 2009.**

**Members voting Yes:** Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Steve Needleman, Laurie Sale, Eli Taban, John Van den Akker.

## **6 Committee Reports (continued)**

Finance: Recommendation for Assessment Adjustment for 2010. A Finance Committee Recommendation memo was distributed. (see Item 1) Staff recommended a 4% increase in assessments to restore some Clean services that had been cut from the 2008 budget. The Finance Committee recommended 0% increase. Some Board Members suggested that BID assessments should be gradually increased every year to eliminate the need for large increases in any one year.

**MOTION: Increase 2010 assessment rates by 2%.**

Steve Needleman moved to approve. Laurie Sale seconded.

**The motion failed to pass on May 21, 2009.**

**Members voting Yes:** Steve Needleman, Laurie Sale.

**Members voting No:** Barry Gold, Elisa Mermelstein Keller, Eli Taban, John Van den Akker.

**Members voting to Abstain:** Mark Chatoff, Steve Hirsh.

Members discussed a compromise motion to increase BID assessments by 1%.

**MOTION: Increase 2010 assessment rates by 1%.**

Barry Gold moved to approve. Steve Needleman seconded.

**The motion passed on May 21, 2009.**

**Members voting Yes:** Barry Gold, Steve Hirsh, Steve Needleman, Laurie Sale.

**Members voting No:** Elisa Mermelstein Keller, Eli Taban, John Van den Akker.

**Members voting to Abstain:** Mark Chatoff.

The Finance Committee also recommended that FD 2 property owners should be responsible for paying their share of BID fixed costs and all of Fashion District 2 BID Renewal costs in the first quarter of 2009. A credit cannot be applied to 2010 assessments because these funds have not been received. This event is due to the late BID renewal and requirement for distribution of individual invoices from the City of Los Angeles in May 2009.

**MOTION: Fashion District Two property owners will be responsible for paying \$76,958.11 which is their share of BID fixed costs and all of Fashion District Two Renewal costs for the period January 1 – March 31, 2009.**

Barry Gold moved to approve. Steve Needleman seconded.

**The motion passed by unanimous vote.**

**Members voting Yes:** Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Steve Needleman, Laurie Sale, Eli Taban, John Van den Akker.

Nominating Committee: Removal & Appointment of Directors was tabled to a future meeting due to the lack of a supermajority quorum of 10 Members.

## **7 Executive Director's Report**

Cultural Heritage Ordinance: The City Planning Department is updating this ordinance to include the prohibition of demolishing buildings designated as landmarks. A summary of the changes is available at [www.preservation.lacity.org](http://www.preservation.lacity.org)

Ethics Commission: This City department is looking at BIDs as lobbyists. Their determination could require all BID staffs to register as lobbyists. BIDs are working together to make the case that staffs are acting for a whole area and not an individual business.

Apparel Organizations: We are working to help create a partnership between Textile Association of LA (TALA), Fashion Business Inc. (FBI), California Fashion Association (CFA), and Korean Apparel Workers of America (KAWA) that will improve their effectiveness as key representatives of the Los Angeles apparel industry.

Scramble Crosswalks: Thanks to Council District 9 we are on track for having the crosswalks removed.

Maple Repaving: Scheduled for June 2009.

## **8 New Business**

Elisa Mermelstein Keller reported on a meeting with LAPD to discuss increasing gang activity. Members discussed the potential for another community meeting on this issue. BID staff will follow up with LAPD.

Barry Gold commended BID staff on a successful 2009 Annual Meeting and Open House.

## **9 The meeting adjourned at 1:45 pm.**



LA Fashion District BID  
**Board of Directors Meeting Minutes**  
July 16, 2009 | CMC A 1175

**Members Present:** Mark Chatoff, Chair. Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Lance Kluger, Steve Needleman, Laurie Sale, John Van den Akker.

**Members Absent:** Sharen Emrani-Bekhrad, Sina Kangavari, Jaime Lee, Ann Simons, Eli Taban, Mark Weinstein.

**Property Owners / Representatives Present:** Fanny Levin, Hal Margolis.

**Guests Present:** Bruce Feuer, Lynne Hathaway, Eddie Kislinger.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers, Randall Tampa.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Board Member Sharen Emrani-Bekhrad hosted the luncheon.

**1 Public Comment:** None received.

**2 Approval of Minutes from May 21, 2009:** Approved by unanimous vote.

**3 Presentation and Motion on Proposed Fashion District Store at LAX Terminal**

In early July 2009 The Paradies Group approached the Fashion District BID with a proposal to include the BID in their LA Airport (LAX) concession bid. Representatives from The Paradies Group attended the Board meeting to present their concept and discuss details for the Fashion District to become part of their proposal to lease and operate Shops in the LA Airport. The Paradies Group, headquartered in Atlanta, already successfully operates retail stores in several large airports throughout the country. The City of Los Angeles has indicated their focus for the new stores will be to present merchandise and businesses from the LA area. The Paradies Group is interested in the Fashion District for this reason. The Board of Directors agreed to discuss the proposal and make a determination.

**4 Presentation on the LA Police Foundation (LAPF)**

Eddie Kislinger, Chair of LAPF, explained the mission of the Police Foundation is to provide special equipment and training for police officers that are not provided through public funds. LAPF is supported by donations and sponsorships from individuals, businesses, and through the annual True Blue Gala. This year's gala is scheduled for November 7, 2009 at the new Parker Center and will celebrate Chief of Police William Bratton. Board Members agreed to send an email invitation to BID property owners for donations to sponsor a Fashion District table at the event.

**5 Chairman's Report**

The Board of Directors discussed the pros and cons of the proposal from The Paradies Group and agreed to the following action:

**MOTION: Proceed with the License Agreement presented by The Paradies Group to include a Fashion District store in their bid proposal for concessions in the LA Airport terminal.**

Elisa Mermelstein-Keller moved to approve. Steve Needleman seconded.

**The motion passed on July 16, 2009.**

Members voting Yes: Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Lance Kluger, Steve Needleman, John Van den Akker.

Members voting No: None voted no.

Members voting to Abstain: Laurie Sale.

**6 Committee Reports**

Operations: BID property owners met with Councilwoman Jan Perry, Los Angeles Police Department representatives Deputy Chief Sergio Diaz, Captain Blake Chow, and Captain Olvera to discuss the assault of an off-duty LAPD officer by 3 gang members. There is concern about the escalating violence associated with gang members who are selling counterfeit merchandise and DVDs. The LAPD requested that owners enforce rules for their tenants that prohibit outdoor sales. LAPD reported that 90% of the problems arise from the subleasing of store front property by tenants. Property owners want increased LAPD presence to ensure public safety.

Finance: Assessment Collection Update: 79.6% of the total 2009 assessment has been collected. This does not include the overlays. The BID projected that 75% would be collected. The BID expects a 10-15% uncollected assessment rate over the next 2-3 years is probable due to the economic environment. Budgets will be adjusted in future years. The Board requested that cash flows and income statements be emailed to all members monthly.

Dropped Parcel Refund: Several properties were removed from the BID during the renewal. These properties had paid into the 2008 BID assessment and are qualified to receive a refund of their portion of the year end surplus.

**MOTION: Approve the refund of surplus assessment revenue of \$27,870.83 to 187 property owners of parcels dropped during the 2009 BID renewal.** Steve Needleman moved to approve. Steve Hirsh seconded.

**The motion passed by unanimous vote on July 16, 2009.**

Members voting Yes: Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Lance Kluger, Steve Needleman, John Van den Akker.

Ad Hoc Website: The Committee met on July 1 and 13 to discuss priorities and develop an RFP.

Election: The Committee will meet on July 23, 2009 to approve the timeline and election process. 12 of the 15 Board seats are open for election. Invitation letters will be mailed in mid-August to all property owners in the district.

## **7 Executive Director's Report**

Lobbying Ordinance: The City's Ethics Commission is considering an amendment to the ordinance to require BID staffs to register as lobbyists. Kent Smith represented the BID Consortium members at the July 14, 2009 meeting and registered opposition to the amendment.

LA Street Car (LASD): There are three proposed routes that all pass within one block of the BID borders. Property assessments are being considered to fund the project. An Ad Hoc Committee will be appointed by the Chair to create a position for the BID on this issue.

Santee Alley Streetscape Project: Alley owners, city representatives, and BID staff met to discuss maintenance problems with the trench drain and possible solutions.

We are looking for additional funding from CRA to include the Fashion District Wayfinding Signage icon in the Duratherm street stamping.

9<sup>th</sup> Street Median: The contractor repaired the irrigation system and replanted the entire median.

Community Plan Meeting: Very few BID property owners or business owners attended this meeting hosted by the City Planning Department to gain input on the Community Plan. A follow up session is planned and the date will be announced.

DLANC Tree Planting Project: We met with the Committee Co-chair to discuss the tree planting project for Skid Row and the BID's agreement to maintain the trees.

DLANC Fashion Walk: This project is taking shape and we will track/report on progress.

Scramble Intersections: LADOT reported the signals will be removed within the next 6 weeks.

## **8 New Business: None discussed.**

## **9 The meeting adjourned at 1:47 pm.**



LA Fashion District BID  
**Board of Directors Meeting Minutes**  
September 24, 2009 | CMC A 1175

**Members Present:** Mark Chatoff, Chair. Sharen Emrani-Bekhrad, Barry Gold, Elisa Mermelstein-Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

**Members Absent:** Steve Hirsh, Sina Kangavari, Ann Simons, Eli Taban.

**Property Owners / Representatives Present:** Laura Aflalo, George Gould.

**Guests Present:** LAPD Deputy Chief Sergio Diaz, Edward Huang, Jenny Scanlin, Beverly Wong.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers, Randall Tampa.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Mr. Chatoff hosted the luncheon.

**1 Public Comment:** None received.

**2 Discussion with LAPD Deputy Chief Sergio Diaz:** Chief Diaz announced his candidacy for the position of Chief of Police of the Los Angeles Police Department. Chief Bratton resigned after leading the force for seven years. Chief Diaz reinforced his positive position on community policing, the partnership between the LAPD and business improvement districts.

**3 Presentation on Design for Development Plan by the Community Redevelopment Agency:** CRA representatives presented the draft Master Plan designed specifically for the LA Fashion District. The plan consists of four main elements: a Market Study, and Land Use, Circulation, and Urban Design plans that will provide direction for the development of the district into the next decade. The goal of the presentation was to gain feedback from Board Members on what is the best mix of uses for the Fashion District. Mr. Gold recommended consideration of the future use of existing warehouse and manufacturing space. Next steps include meetings with stakeholders and technical consultants.

**4 Approval of Minutes from July 16, 2009:** Approved by unanimous vote.

**5 Committee Reports**

Finance: A cash flow summary was discussed (Attachment 1). The BID will collect accrued interest and penalties on unpaid 2009 assessments. Board Members were reminded that financials are available at any time upon request. The result of the BID financial audit by the City of Los Angeles was favorable (Attachment 2).

Committees will review the proposed 2010 budget and present recommendations for Board approval at the November meeting.

Operations: The Operations Committee requested Board consideration of a proposal to allow the BID to collect trash from the catering truck vendors to prevent continual illegal dumping and help keep the district clean. Catering truck vendors would be required to pay \$40-\$50 each, per month for trash collection and agree to keep their area clean. Board Members expressed concern about participating in this plan since many property owners are opposed to any street vending that detracts business from tenants that pay rent and taxes. Nevertheless Board Members agreed to charge vendors for trash pick up on a monthly basis.

Election: 15 candidates have indicated interest in running for 12 seats. All candidates were found to be qualified to run in the 2009 election. The Election Committee met on September 23, 2009 and agreed not to recommend a slate of candidates to the Board of Directors.

**MOTION: Approve the list of 15 candidates to seat 12 Members to the Board of Directors in the 2009 election.**

Lance Kluger moved to approve. Laurie Sale seconded.

**The motion passed by unanimous vote on September 24, 2009.**

Members Voting: Sharen Emrani-Bekhrad, Mark Chatoff, Barry Gold, Elisa Mermelstein-Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

Website: The Ad Hoc Website Committee reported that four bids were received for this project to revise the current website. The committee reviewed the proposals and agreed to recommend SF Digital based on cost and project priorities.

**MOTION: Approve hiring SF Digital to revise the Fashion District website at a cost not to exceed \$12,000.**

Barry Gold moved to approve. Jaime Lee seconded.

**The motion passed by unanimous vote on September 24, 2009.**

Members Voting: Sharen Emrani-Bekhrad, Mark Chatoff, Barry Gold, Elisa Mermelstein-Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

**6 CCA Treasures of Los Angeles:** Tabled to the November meeting.

**7 New Business**

Elisa Keller reported that currently there is no budget for BID Renewal. In 2003 approximately \$230,000 was required to renew and in 2008 the cost increased to \$330,000 which does not include the uncollected assessment fees. Ms. Keller recommended that the Board set aside \$300,000 from expected surplus for future BID renewal. A motion will be presented at the November meeting.

**8 The meeting adjourned at 1:45 pm**



LA Fashion District BID  
**Board of Directors Meeting Minutes**  
December 10, 2009 | CMC A 1175

**Members Present:** Mark Chatoff, Chair. Barry Gold, Steve Hirsh, Elisa Mermelstein-Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

**Members Absent:** Sharen Emrani-Bekhrad, Sina Kangavari, Lance Kluger Ann Simons, Eli Taban.

**Property Owners / Representatives Present:** Fanny Levin, Ramin Haverim, Suzette Wachtel.

**Staff Present:** Kent Smith, Executive Director. Lynn Myers.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Mr. Gold hosted the luncheon.

*Several items on the agenda were taken out of order at the meeting.*

**1 Public Comment:** None received.

**2 Approval of Minutes from September 24, 2009:** Approved by unanimous vote.

**3 Committee Reports**

Finance: The Finance Committee recommended Board approval of the 2010 budget:

**MOTION: Approve the 2010 budget with change to Special Projects line item that indicates matching fund allocations.**

Barry Gold moved to approve. Steve Needleman seconded.

**The motion passed by unanimous vote on December 10, 2009.**

Members Voting: Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van Den Akker.

Image & Communications: Website: Introduction to new Fashion District website homepage: A brief presentation of revised site, searchable directory, and printable map. Launch and modest advertising campaign are planned for early 2010.

Consider ways to increase I&C budget by \$100,000: Board Members discussed a proposal to set aside additional funds or identify sponsors from the district. Funds are available from rollover revenue that is projected to be approximately \$700,000. The Finance Committee will consider the matter at their first meeting in 2010 and invite I&C Committee

**4 CCA 2010 Treasures of Los Angeles Event**

**MOTION: Approve sponsorship of the CCA Treasures of Los Angeles Event at the \$3,500 level.**

Steve Needleman moved to approve. Elisa Keller Seconded.

**The motion passed by unanimous vote on December 10, 2009.**

Members Voting: Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van Den Akker.

**5 Creation of BID Renewal Reserve**

Two draft motions were email to Board Members. After discussion Board Members agreed to the following action:

**MOTION: Create a BID Renewal Reserve as follows:**

- a) Allocate \$200,000 from any 2009 unspent funds as a BID Renewal Reserve, and
- b) Allocate funds received from the 2010 assessments in excess of the 90% budgeted to be collected to the BID Renewal Reserve, and
- c) The balance of the unspent funds shall be used for establishing a prudent BID Reserve and for supplementing the 2011 BID assessments. The proportion of funds that are allocated to the BID Reserve and supplementing the 2011 assessments will be determined by the Board at its May, 2010 meeting.

Barry Gold moved to approve. Steve Hirsh seconded.

**The motion passed by unanimous vote on December 10, 2009.**

Members Voting: Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van Den Akker.

**6 Motion to approve 2010 Planning Report**

This annual report is required by the City of Los Angeles Office of the City Clerk to meet compliance requirements outlined in the DPOA/City of LA Contract No. C-115101 & Amendment 1.

**MOTION: Approve the 2010 Fashion District Planning Report for the City of Los Angeles Office of the City Clerk.**

Steve Needleman moved to approve. Elisa Keller Seconded.

**The motion passed by unanimous vote on December 10, 2009.**

Members Voting: Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van Den Akker.

**7 Elections**

Update & Costs: Running the annual election is increasingly expensive. Board Members agreed to look at election procedures, bylaws, and the possibility of reducing the number of Board Members from 15 to 13 to help insure a quorum at meetings. An Ad Hoc Bylaw Review Committee will be appointed in 2010.

Recognitions of Retiring Board Members: The following outgoing Board Members were thanked for their service:

- Sharen Emrani Bekhrad
- Ethan Eller
- Sina Kangavari
- Steve Needleman
- Ann Simons
- Eli Taban
- Mark Weinstein

**8 Board of Directors Election Results**

14 Property Owners ran for 12 seats in the 2009 Election. The following Candidates were elected by the property owners to serve on the Board of Directors starting January 1, 2010:

- Laura Aflalo
- Mark Chatoff
- Mark Cohen
- John C. Day
- Barry Gold
- Ramin Haverim
- Peter Kaplan
- Lance Kluger
- Darlene Kuba
- Jaime Lee
- John Van Den Akker
- Suzette Wachtel

**9 Executive Director's Report**

Mayor's Fashion Council: Kent Smith was appointed to serve on the Council.

Uniform Parking Signage Update: Board Members commented on the various designs. Production and installation will be completed in early 2010. The federal funding for this project was appropriated by U.S. Congresswoman Lucille Roybal-Allard.

Clean & Safe Team Holiday Party: Board Members and property owners were invited to attend on Wednesday, December 16, 2009 at 12 noon in CMC Room C1129.

**10 The meeting adjourned at 1:45 pm**